

Medical and Behaviour Change Lead | Bangladesh

JOB TYPE: Full-time

LOCATION: Dhaka, Bangladesh

TEAM : Program Design & Development, Bangladesh

WHO WE ARE

Noora Health's mission is to improve outcomes and strengthen health systems by equipping family caregivers with the skills they need to care for their loved ones. Founded in 2014, Noora Health turns hospital hallways and waiting rooms into classrooms by tapping into the most compassionate resources available for the patient's care: their own family.

With support from governments and partners in India, Bangladesh, and Indonesia, Noora Health has trained more than three million caregivers across 400+ facilities using their flagship caregiver education and training curriculum, the Care Companion Program (CCP).

In a cohort of patients, the CCP reduced post-surgical cardiac complications by 71%, maternal complications by 12%, newborn complications by 16%, and newborn readmissions by 56%.

Noora Health was honored as a TED 2022 Audacious Project Grantee and recipient of the 2022 Skoll Foundation Award for Social Innovation. Featuring Edith Elliott and Shahed Alam, our Co-Founders and Co-CEOs, Noora Health's mission took the spotlight at TED 2022 and was also featured in a 2022 Skoll video.

WHAT YOU WILL DO

The Medical and Behaviour Change Lead should be committed towards and passionate about public and community health and health education, and ready to join our dynamic team of creative designers, public health experts, and behavioral researchers in order to advance the Care Companion Program. Overall, this individual **leads** the team of medical and behavior change writers and owns the development of the medical content and program curriculum **for all condition areas**. This content may be used over mobile phone platforms, in-facility training, and many other formats that reach thousands of people daily. Broadly the roles and responsibilities of this position are as follows:

1. Medical Strategy and Curriculum Development:

- a. **Own and drive the development** of the Medical Strategy for all medical condition areas, aligned to the **Theory of Change** for the program and addresses the needs of the local health system (Bangladesh currently has a program running in Maternal and Child Health but will be developing other high impact programs in General Medicine & Surgery, Oncology, Cardiology, Tuberculosis etc)
- b. Define the intended **medical and behavior change outcomes** for the program by understanding local guidelines, user needs and government priorities, that is in line with the guidelines and best practices set by the global programs team.
- c. Visit public health facilities and conducts **needs assessments** to understand patient needs, perspectives and challenges, prevalence of diseases, current behaviours and practices and how they can be addressed via the health education curriculum
- d. Keep up-to-date with the **latest guidelines, government priorities** and research around health behaviors and practices
- e. Develop the Health Education **Curriculum** based on Needs Finding insights and secondary research (literature reviews, review of scientific and clinical guidelines)
- f. Ensures that the content is written in an easily understandable way and **nudges** our target users (patients and families in government facilities) **to adopt healthy practices** and promote positive health seeking behaviors.
- g. Work with the Design, Product and Training teams to ensure that the medical strategy translates to visual tools, training tools and **digital follow-up services**
- h. Work closely with the Remote Engagement Service team (Noora's WhatsApp, IVRS, teletraining platforms) to ensure that we are developing clinically effective protocols to reinforce behaviors and drive engagement that is consistent with the larger program goals and in line with the country-specific digital health policies

2. Medical Reviews:

- a. **Reviews medical content** written by the medical and communications writers, training and research teams for medical accuracy and “signs off” based on medical correctness

3. Content testing and Program Iterations

- a. **Leads iterations of content** based on new guidelines, evaluation outcomes, feedback from the field
- b. Participates in **Feedback collection & Testing of medical content** to check the efficacy of the health education curriculum

4. Team Management:

- a. **Lead** a team of mid to senior level medical and behavior change writers to develop programs and content across multiple condition areas
- b. Be a strong advocate for medical and behavior change communication in a quickly growing organization consisting of varied talents and perspectives

WHAT WE ARE LOOKING FOR

1. Public health professional with Medical/Clinical training (MBBS / MD)
2. 8+ years of total experience in public health or in the development sector, with 2+ years of clinical experience in government facilities
3. Experience in behavior change communication, medical writing, preparing training materials, etc
4. Experience working in digital health interventions/ awareness of digital health policies and standards
5. Empathetic and curious about communicating with diverse audiences
6. Experience in managing multiple fast-paced projects with tight timelines
7. Excellent collaboration and problem solving skills. Prior experience of working in cross-functional teams, and leading a team.
8. Being multilingual. Proficiency in Bangla is required.
9. Strong knowledge of MS Office (Docs, Spreadsheets) and Google suite
10. Willing to live and work in Dhaka and travel to project sites as required within Bangladesh (not more than 5 days/month).



WHAT WE VALUE

At Noora Health, we value diversity, equity, and inclusion, and we understand the value of developing a team with different perspectives, educational backgrounds, and life experiences. We prioritize diversity within our team, and we welcome candidates from all gender identities, religious practices, sexual orientations, and abilities – among many others. We encourage people from all backgrounds to apply for positions at Noora Health.

HOW TO APPLY

Email the following materials with the subject line: **Medical and Behaviour Change Lead** to **hr.bangladesh@noorahealth.org**

- A one-page cover letter describing your interest in the position and background.
- An updated resume, including languages spoken and relevant experiences.
- Samples of your work (2+ preferred) if available